



## **Pikes Peak Chapter Association of the United States Army**

### ***CHAPTER ANNUAL PLAN*** **1 July 2018 – 31 December 2019**

#### **(Version 2 - Adds MBA Strategic Alliance Considerations)**

**CHAPTER OVERALL PROGRAM (ANNUAL PLAN):** Taking into consideration AUSA's transition of the Fiscal Year from 1 July - 30 June to 1 January - 31 December annually, this Plan covers a provisional operational period from 1 July 2018 to 31 Dec 2019. However, if updated guidance pertaining to the FY change is provided at the 8-10 October 2018 AUSA Annual Meeting, and some aspects of this Plan become subject to revision, any required changes will be forwarded to National in accordance with instructions received.

In assessing our 2017/18 Plan as being "an effective planning document," our Chapter Executive Committee again agreed that we simply need to continue our programs, event and activities while looking for more opportunities to achieve our stated objectives to the extent desired. Therefore, applying lessons learned with regard to human and financial resources limitations to bring certain planned programs to complete fruition, we view this Plan as largely a living extension of our last two previous Annual Plans. It's all about building upon effective planning to facilitate continuous Chapter improvement. Hence, with sensible updates and revisions, our overarching, enduring Chapter objectives include:

- Increase Chapter individual and Community Partner membership.
- Translate AUSA's professional and educational mission and objectives into Chapter activities and programs, thereby increasing community involvement.
- Enhance Chapter revenue to support expanded Chapter activities in support of our Fort Carson Soldiers and families, and our members (an increasingly difficult challenge).
- Increase participation and training in Chapter Leader Development Training and webinars.
- Improve Chapter communications – with specific emphasis on the use of the Chapter website and social media (we have made great strides in this objective, but there's more to be done).
- Having signed a Chapter Statement of Support with the Colorado Employee Support of the Guard and Reserve (ESGR) organization in March 2017; continue to encourage our Community Partners to join us in our support to Reserve Component Soldiers and families.
- Update Chapter Bylaws as needed (update to accompany this Plan)

## MEMBERSHIP:

1. **General Membership Meetings:** (Responsibility of the VP, Programs) Held three times a year. Each General Membership meeting will provide an emphasis on membership with participation from Active and Reserve Soldiers and their families, Veterans, Retirees, Civilian Leadership, and Community Partners. Non-members and Friends of the Chapter also are welcome.

a. Meetings will be scheduled and announced on the Chapter Calendar, which is now available for public access through our website ([ausappc.org](http://ausappc.org)).

b. We will continue to seek AUSA National Guest Speaker support.

c. We will seek Community Partner sponsorship and participation to help defray the costs to attendees.

2. **Executive Committee Meetings:** (Responsibility of Chapter Secretary to Arrange) Held monthly, on a scheduled basis to plan and discuss activities, programs and initiatives of the Chapter. Pursuant to a change to our By-Laws, approved by membership vote, while live meetings are preferred as a first choice, we will now conduct virtual EC meetings if necessary, ensuring that we can indeed have meaningful governance meetings monthly.

3. **Membership Activities:** (Responsibility of the VP, Membership; assisted by VP Community Partners, VP ROTC Affairs, and VP, Guard & Reserve Affairs) The following goals and objectives are outlined for the Chapter:

a. Applying AUSA National membership merit status criteria, continually assess the Chapter membership situation, to include the Associate Member posture, to tailor, revise as necessary, and post our overall membership goals. ***This is clearly our most difficult Chapter challenge due to various restrictions placed upon us by Army Staff Judge Advocate guidelines.***

b. Sustain our Chapter presentation at the weekly Fort Carson Newcomers Briefing. Increase AUSA brand recognition and visibility of AUSA membership opportunities in our Chapter area through greater promotion of our Soldier education and support programs, as appropriate, on post as well as elsewhere.

c. Continue to build on our gains toward a more effective communications program through the use of our Chapter Website and social media tools, i.e. Facebook and Twitter.

d. Reach out to previously less approached membership communities such as the Army National Guard, Army Reserve, Recruiting, and ROTC. Goal in those combined categories: 20% increase.

e. Pursue creation of an approximate 20 ROTC student subchapter: Specific steps are:

1) Our VP, ROTC Affairs will lead this challenge.

2) Utilize Institute of Land Warfare (ILW) material available to cadets for research to generate awareness and interest.

3) Reach out to 11 JROTC programs in the Chapter footprint to discover how we can better assist/support them (this is actually a good program already).

4) After working the initial 11 local programs, contact additional two programs in Grand Junction and Delta, CO.

f. Continue to build upon a renewed relationship with the Colorado Springs U.S. Army Recruiting Company to discover how we can mutually assist and support each other. The Colorado Springs Company, and the Recruiting Battalion (Denver) changes of command took place 14 and 12 Jun 18, respectively. Engage the new commanders.

g. In liaison with Army unit senior NCO leadership, and under the auspices of our "Authorized Private Organization Status," re-establish former NCOQ/NCOY recognition program to increase contact and visibility with our largest target audience, particularly at Fort Carson.

h. Continue to increase Lifetime and other individual members by integrating AUSA members living or serving in the area not affiliated with the Pikes Peak Chapter.

i. Incorporate AUSA Nationally managed Associate Members into active participation within our Chapter EC, general membership activity, and our volunteer base.

j. Leverage National's programs, promotional materials and templates to reach younger Soldiers and to show membership value (VP, Young Professionals has a role).

k. Expand our Community Partnership through direct personal EC member outreach. VP, Community Partnership will lead this effort.

l. Optimize presence at community events and other military organization functions.

m. Team with like-principled organizations, when appropriate, to maximize major event support and benefits; set-up and staff our membership booth at job fairs, etc.

n. Leverage local military media sources to increase press coverage and awareness of Chapter presence in the community; maximize use of press releases.

o. Visit Army National Guard units within the Chapter footprint, brief members on the benefits of AUSA seeking to increase membership. Recognize that new Enlisted Association of the National Guard of the United States (EANGUS) members enjoy AUSA membership for their first year. Encourage follow-on AUSA membership.

p. Likewise, visit USAR units within the Chapter footprint, brief members on the benefits of AUSA to increase Chapter membership. VP, Guard & Reserve Affairs will lead these efforts.

## PROGRAMS / SPECIAL PROJECTS:

1. **Chapter Website and Social Media Development:** Our Chapter website, [ausappc.org](http://ausappc.org) is now well established and utilized. Average monthly hits are circa 1200.

The Chapter continues to consider website and social media development (e.g., Facebook and Twitter) as being one of our highest priorities. This is because we believe that's how we can most consistently get AUSA information and Chapter event and activity news to Soldiers and their families, as well as the public. With around 30,000 Soldiers at Fort Carson, CO and within our Chapter footprint, these media are crucial in establishing effective communications with this membership target audience, as well as with our retired and other category members. Our interactive website has made strides in communicating with our membership, increasing our membership, and educating our community on the work of AUSA, and in particular, our Chapter. We are now expanding deeper into the social media realm using the website as our "mothership." Though we have a Facebook account, it is a real and daily challenge to keep its vitality energized with only non-paid volunteers working it. We need to seek ways to ameliorate this issue.

2. **National's Annual Meeting:** The Chapter will continue send a delegation to the meeting and support a "Hooah Tent" as well as provide assistance to the Fort Carson running teams for the Army 10-Miler event.

3. **Seventh Region Annual Meeting:** The Chapter will send a delegation to these events when scheduled. We will consider hosting the 2020 R7 Meeting.

4. **Institute of Land Warfare (ILW):** Pending Executive Board approval, the Chapter intends to contribute to AUSA National's ILW Program each year. Contribution amount is programmed for \$500.00.

5. **Reserve Component Activities:** VP, Membership; VP, Guard & Reserve Affairs; and VP ROTC Affairs will continue to identify opportunities to interact with our RC, ANG and ROTC communities and determine ways to increase membership.

6. **Veteran/Retiree Activities:** Several Chapter members are also members of the Colorado Springs Chamber of Commerce & EDC, Military Affairs Council (MAC). We will continue our liaison with the Chamber/MAC to support area veteran and retiree events and activities, and to ensure our Chapter participation as appropriate.

7. **Volunteer Appreciation Dinner:** The Chapter plans to host an annual Volunteer Appreciation Dinner to honor our volunteers and their commitment to the Chapter and our community.

8. **Newsletters:** In an effort to increase involvement with our community, the Chapter will publish periodic eNewsletters on the website to maintain traditional communications.

9. **JROTC/ROTC:** (Responsibility of VP, ROTC Affairs) Actively support both JROTC and ROTC programs within our region to encourage professional development and academics. Recognize JROTC top performers throughout the year; visit schools to present awards. Send a representative to the end-of-school-year University of Colorado,

Colorado Springs (UCCS) Military Ball and present the appropriate AUSA awards to selected ROTC cadet/2LT graduates. Ensure awards are ordered from National.

**10. Fundraisers:** The Chapter major fundraisers will include one or more Scholarship Fundraisers, a seasonal event to be determined, and an Annual Turkey Shoot in 2019. Regrettably, we had to cancel the 2018 Turkey Shoot due to massive Fort Carson deployments. We also will solicit the assistance and input from our Community Partners in donating, and/or helping us find sponsors for our various Soldier support programs, events and activities throughout the year.

**11. Award Ceremonies:** The Chapter will support awards for the NCO/SOY programs for all components. The Chapter will also support awards for the JRTOC/ROTC programs as described above). The Chapter is also developing an internal recognition program for volunteers and significant contributions from staff.

**12. Key supported Events/Activities which require significant planning and budget fundraising actions during and even after this operational planning period:**

- National Meeting & Army 10-Miler Hooah Tent (Oct each year)
- Army/Air Force Football Game Support with West Point Society and Fort Carson DFMWR (Every other year; next one is 2019)
- Veterans Day Events & Fundraiser with Phantom Canyon Brewery (Nov)
- 4ID & Fort Carson Events Support (Deployment Fairs, holiday and special events, changes of command, memorials, Army History activities, Iron Horse week, etc.)
- Joint Holiday Events, including NORAD/USNORTHCOM's "NORAD Tracks Santa" Program Support at Peterson AFB (Dec)
- Scholarship Program Fundraisers (Jan - May)
- GMMs (TBD)
- AUSA Veterans Writing Program (TBD)
- ***Military Basketball Tournament 12-14 Apr 19 (ADDED due to Strategic Alliance agreement with the Military Basketball Association, 11 Nov 2018)***
- Jr & Sr ROTC End-of-Academic Year Awards and UCCS Award Presentations at ROTC Ball (May 2018)
- Army Birthday (Jun 14 annually)
- Spouse Appreciation Days with Fort Carson ACS & the Local ASYMCA Chapter (TBD)
- Fort Carson Retiree Appreciation Day Fair (TBD - Membership Opportunity)
- PPC-AUSA Annual Turkey Shoot Fundraisers (Aug)

## PROJECTED BUDGET

(Period covered 1 Jul 18 - 31 Dec 19 includes adjusted figures for six extra months:

### INCOME:

|   |                 |
|---|-----------------|
| Dues Share (Indiv/Corp/Life)              | \$ 6,000        |
| Turkey Shoot (2019)                       | \$ 6,000        |
| Veterans Appreciation Nights              | \$ 1,500        |
| General Membership Meetings               | \$ 2,000        |
| Best Warrior Awards Sponsorship           | \$ 2,000        |
| Scholarship Sponsorship                   | \$ 5,000        |
| Army 10-Miler & Hooah Tent Sponsorship    | \$ 1,500        |
| Sponsorships (outside of specific events) | \$ 5,000        |
| <b>TOTAL INCOME</b>                       | <b>\$29,000</b> |

### INCOME SYNOPSIS:

Dues Share - based on membership increase thru Dec 31 2019  
Turkey Shoot (*if not cx'd in 2019 too*) - goal/estimate of balance after expenses  
**MBA Tournament (ADDED)**  
Vets Appreciation Nights - based on three events  
General Membership Meetings - based on 3 meetings with sponsors  
Best Warrior Sponsorship - based on past participation  
Scholarship Sponsorship - minimum program goal  
Hooah Tent (Anniversary) - based on past participation w/4ID  
Sponsorship (Outside of specific events)- based on historical data

### EXPENSES:

|  |                 |
|--|-----------------|
| Awards   | \$ 1,500        |
| Office Supplies/Postage                          | \$ 500          |
| ILW Contribution                                 | \$ 500          |
| <b>MBA Tournament (ADDED)</b>                    | <b>(TBD)</b>    |
| Scholarships                                     | \$ 5,000        |
| Turkey Shoot (2019) ( <i>if not cx'd again</i> ) | \$ 3,000        |
| Volunteer Appreciation Dinner                    | \$ 1,500        |
| Senior Leader Luncheon                           | \$ 1,000        |
| AUSA Veterans Writing Program                    | \$ 500          |
| General Membership Meetings                      | \$ 5,000        |
| National Conference Travel                       | \$ 3,000        |
| Regional Conference Travel                       | \$ 2,000        |
| Best Warrior Awards                              | \$ 1,000        |
| Sponsorships (AFW, NTS, etc.)                    | \$ 1,000        |
| Hooah Tent / Army Ten-Miler                      | \$ 3,000        |
| Army – Air Force Football Game Tailgate 2019     | \$ 500          |
| <b>TOTAL EXPENSES</b>                            | <b>\$29,000</b> |

BUDGETED INCOME OVER/UNDER

**\$00,000**

BUDGET EXPENSES SYNOPSIS (due to dwindling sponsorship, most budget line projections have been significantly adjusted downward from previous years):

- Awards - based on historical data
- Office Supplies/Postage - based on historical data

- ILW Contribution - annual participation (standard)
- Scholarships - three: \$2500, \$1500, \$1000
- ***MBA Tourney 12-14 Apr 19 (ADDED – May become major fundraiser)***
- Turkey Shoot - based on the last three events (2018 event was cancelled due to massive Fort Carson deployments)
- Volunteer Appreciation Reception (event specific to volunteer recognition)
- AUSA Veterans Writing program - annual event
- General Membership Meetings - based on four events (reduced)
- National Conference Travel - significantly reduced to meet budget
- Regional Travel - based on historical data (but reduced to meet budget)
- Best Warrior Awards - two statues and memberships
- Sponsorships - based on historical data: NORAD Tracks Santa, Armed Forces Week, Iron Horse Week
- Hooah Tent/Army Ten Miler - based on historical data: Tent, food, beverages, supplies, team sponsorship, shipping (no funding for travel to meet budget)
- Army – Air Force Tailgate 2019 - based on historical data every other year

#### **TRAINING REQUIREMENTS:**

1. Increase trained number of EC members by using AUSA National's CLDT opportunities.

Sustain Chapter Leader Portal access for incumbent EC members.

2. Conduct quarterly training for EC members on the following issues:

1. Orientation to Chapter for new EC members.
2. Professional development sessions (as needed) on Chapter history, challenges, strategies, programs, policies, budgeting and governance.
3. Use of Chapter Leader Portal to leverage resources, to include training all EC members on how to use membership information and submit CARs.
4. Train Chapter ambassadors to assist with outreach and membership initiatives.

#### **COMMUNICATION EFFORTS:**

1. Continue to build and update our extensive point of contact listing for members, JROTC instructors, recruiters, other military non-profit organizations, and Friends of the Chapter to maximize our combined efforts in reaching the community and furthering our professional and educational mandates.
2. Build upon successes with our website with additional interactive abilities to inform, communicate and educate our community on Chapter activities and National endeavors.
3. Utilize social media to mirror our message from the website and to reach a broader, younger audience of potential members and supporters.

4. Employ industry-specific messaging techniques to quickly communicate the importance of the Chapter and AUSA National. Emphasize the continuing resolutions of AUSA National and how the community can support the Chapter, but more importantly how the Chapter can support the community.
5. Continue with our profile page of volunteers and members to capture good news stories.
6. Continue improved interaction with our Community Partners and Chapter friends by inviting them to sit in on each of our EC meetings. As appropriate, assign willing members EC Member-At-Large status so that they can perform Ambassador duties and functions for the Chapter at any time.

**BYLAWS UPDATE:**

1. Update By-Laws to reflect the current guidance in the Chapter Operations Manual. Recent update to accompany this Annual Plan.